



# City of Atlanta - Martin Luther King, Jr. Drive Corridor Study



October 21, 2004

# Topics of Discussion

- Introduction of WSA Team
- Study Purpose
- Context of Study
- Overview of Corridor & Rationale for 3 Sections
- Analysis of 3 Sections of Corridor
- Work Flow for Study Process
- Public Involvement Process
- Schedule
- Overview of Community Dialogue Session
- Wrap-Up (Next Steps)



# Introduction of the WSA Team

- Harry Strate, Project Manager (WSA)
- Cheryl King, Deputy Project Manager (WSA)
- Kalanos Johnson, Study Coordinator (WSA)
- Herman Howard, Turner Associates
- Mignon Allen, Dovetail Consulting
- Many Others



# Study Purpose

- Develop Scenarios to Improve the Transportation Issues in the Corridor
- Land Use and Zoning
- Economic Development
- Preservation and Enhancement of Residential and Commercial Areas
- New Transportation Initiatives from Regional Agencies
- Recommendations for a Full Range of Multi-Modal Transportations Options



# Context of Study

## ***The Study Will Take into Consideration:***

- Martin Luther King, Jr. Drive Being an Important Regional Thoroughfare (*From Northside Drive to Fulton Industrial Boulevard -1/4 Mile on Each Side of Corridor*)
- Coordination with and Consideration of the Goals and Recommendations of Other Plans and Studies in the Corridor (H.E. Holmes Study, Vine City Plan, etc.)
- Potential for LCI Funding
- Coordination with Regional Agencies (ARC, GRTA, etc) Throughout Study Process
- Study Recommendations that are Realistic, Feasible and Able to Implement



# What does MLK, Jr. Drive mean to the City and the Region?

*This corridor means more than any other in the City. It provides **a recognition of our heritage** and a **promise of a brighter future**.*

- A place to live –
- A place to work –
- A place for family and friends –
- A place to remember Dr. King's legacy –
- The promise of a better life --





# Why Our Study Logo?



## The Cornerstones

- Education
  - AUC
  - Washington High
- Neighborhood
  - Community
  - Churches
- Commerce
  - Investment
  - Jobs
  - Service





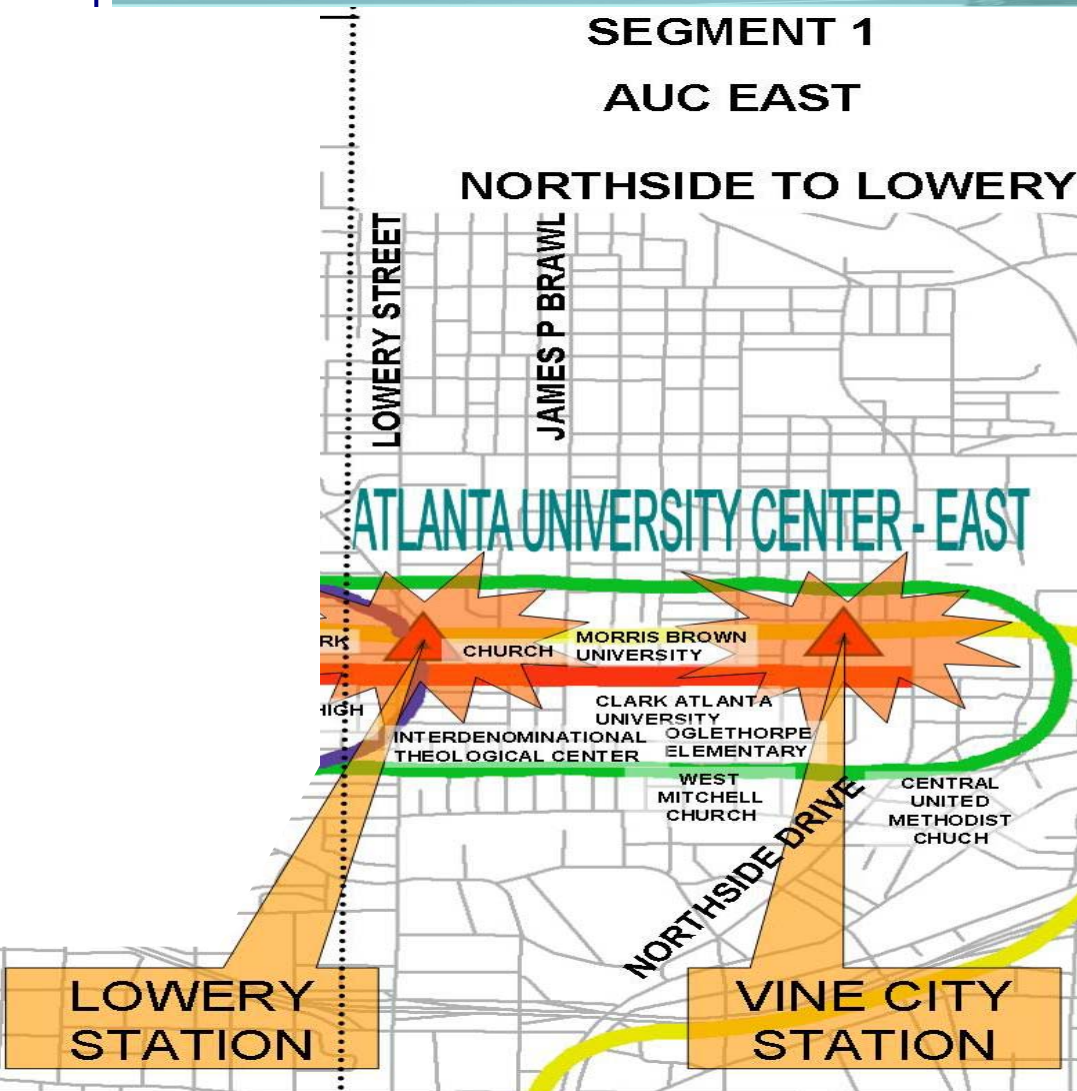


# Educational East

## SEGMENT 1

### AUC EAST

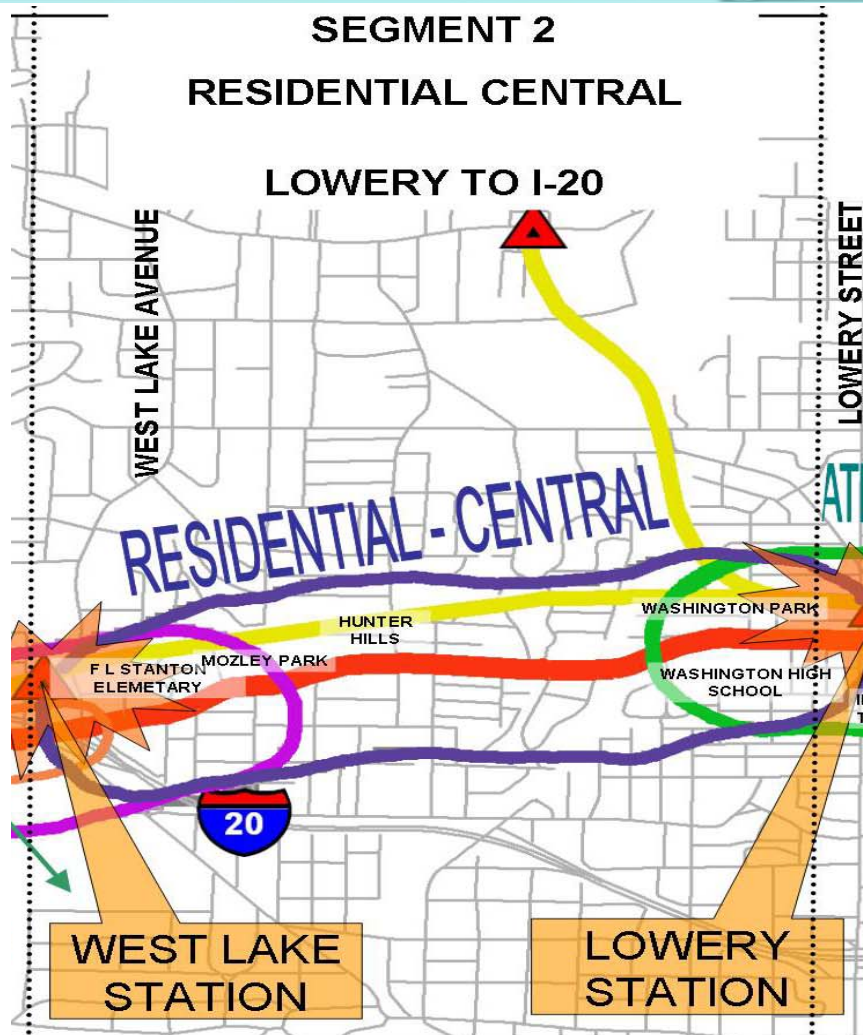
#### NORTHSIDE TO LOWERY



#### Existing Conditions:

- Population – 7,199
- Median Income - \$16,070
- Dense, Urban Land Use
- Higher Educational Facilities
- Transit-Oriented Development
- Mixed Uses
- Pedestrian-Friendly (Heavy Use)
- Narrow Travel Lanes
- Existing Sidewalks
- Existing Streetscape Elements
- Gateway Potential

# Residential Central



## Existing Conditions:

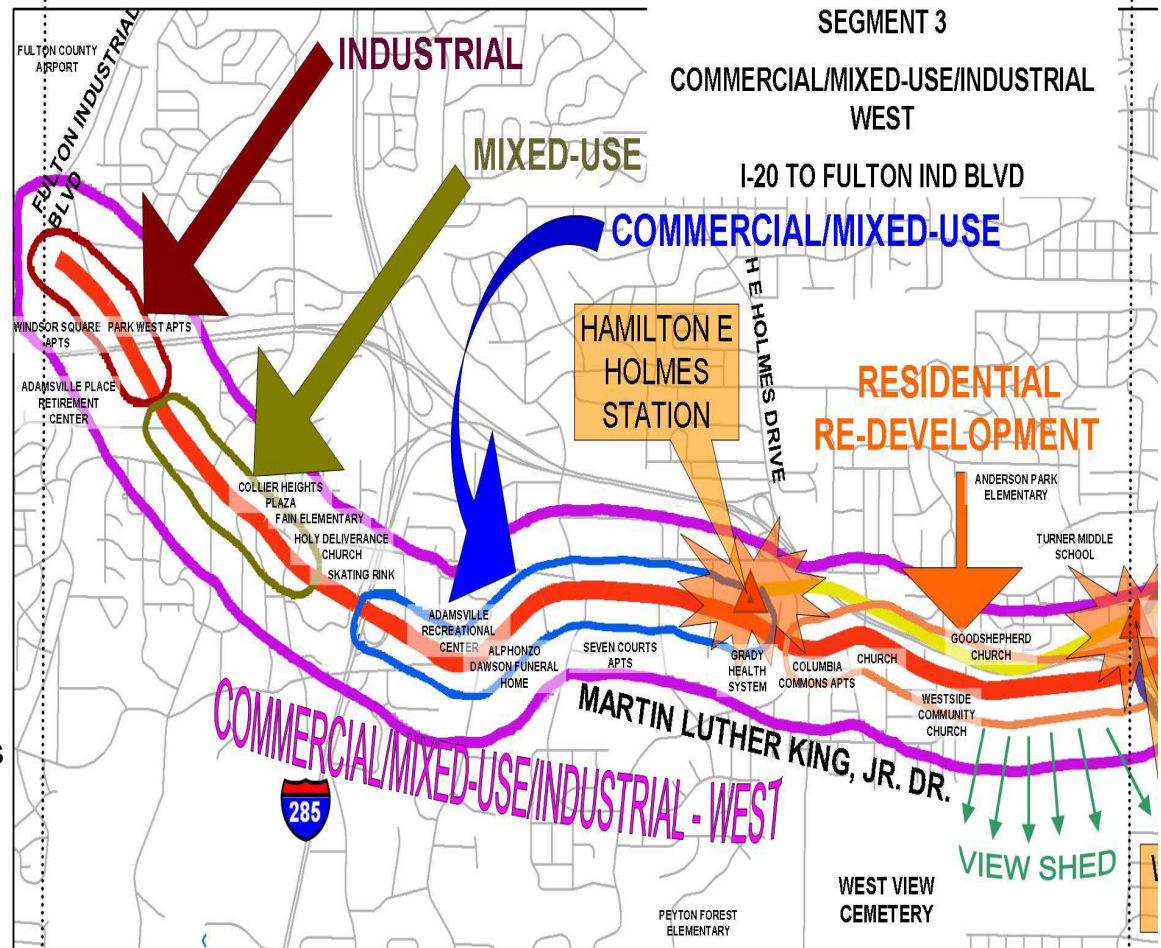
- Population – 28,364
- Median Income - \$23,295
- Stable, Single-Family Homes
- Transitional Multi-Family
- Potential for Revitalization
- Excellent Transit Accessibility
- Some Community Commercial
- Neighborhood Parks
- Schools
- Some Existing Sidewalks
- Minimal Streetscape Elements



# Commercial/Mixed-Use/Industrial West

## Existing Conditions:

- Population – 33,748
- Median Income - \$28,976
- Ribbon/Strip Commercial & Retail
- Vacant Unkempt Lots
- Wide Travel Lanes
- High Vehicle Speeds
- Some Unsafe Pedestrian Travel
- Transit-Oriented Development
- Mixed Uses/Some Industrial
- Some Existing Sidewalks
- No Gateway/Streetscape Elements
- No Park or Public Spaces



# A Transportation Vision

## Transportation is a major focus for this corridor:

- **Transit is a key to preserving and enhancing this corridor**

- Intermodal and Multimodal Systems

### **Roadway Components**

- Traffic Engineering/ITS/ATMS Considerations
  - Access Management Considerations
  - Safety Concerns
  - Traffic Calming



- **Pedestrian/Bicycle Accommodations**

- Sidewalk Analysis/Improvements
  - Bike Lanes (On Road)
  - Multi-Use Trails/Paths (Where Appropriate)



- **Coordination with Regional Transportation Policies**

- ARC, GDOT, GRTA, MARTA, etc.



# A Land Use Vision

***Land Use is a major focus for this corridor:***

- **Existing Land Use Patterns**

- Existing Plans and Studies Along the Corridor
- Integration with other Investments
- Close Coordination with City Staff



- **Future Projections for Land Development**

- Analysis of Past Rezonings and Development Permits
- Spatial Relationship of Land Use Changes
- Compatibility with 'Scale' of Corridor

- **Mixed-Used Developments/TOD**

- Urban Village Concepts
- Pedestrian Friendly



- **Coordination with Regional Partners**

- ARC, GRTA, ANDP and other appropriate agencies
- Adherence to RDP and LCI Policies for Consistency





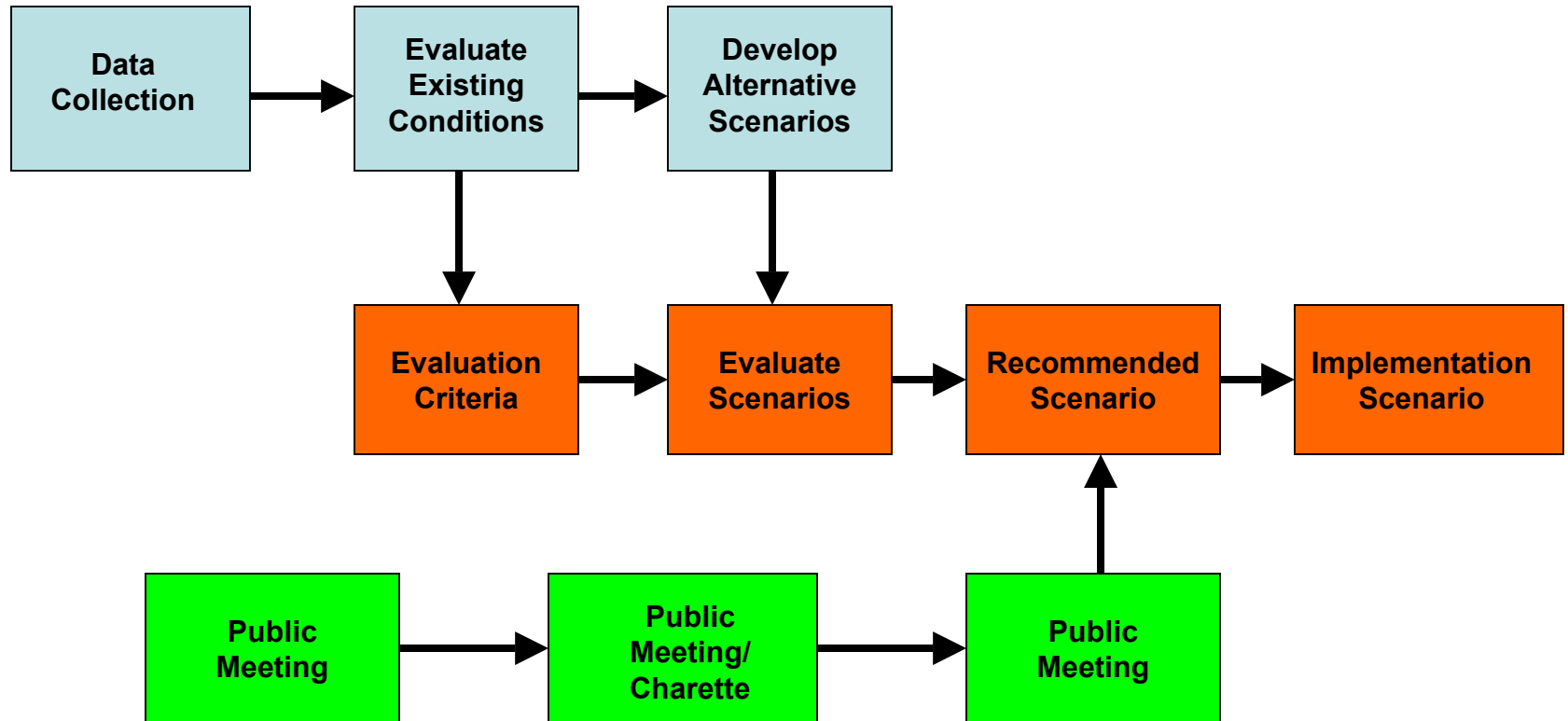
# The Urban Design Vision

## Urban Design will be Critical for this Corridor:

- **Improving Aesthetics/Streetscape Elements**
  - Landscaping/Hardscaping
  - Pedestrian Lighting, Street Trees, Furniture, etc.
- **Gateway Potential**
  - A Boulevard with Planted, Landscaped Medians, Widened Sidewalks and Improved Pedestrian Crosswalks
  - Brick Pavers, Fountains and Landscaped Roadside
- **Designation of a Theme for Corridor**
  - Preservation of Historical Fabric of Corridor
  - Urban Renewal of Blighted Areas
  - Urban Activity Center

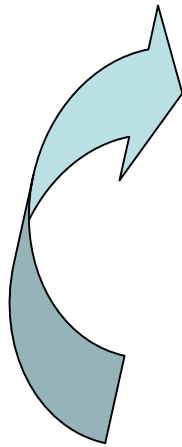


# Study Process



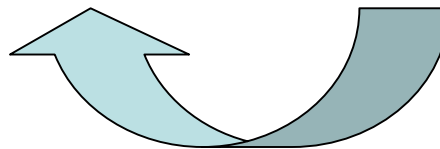
# Public Involvement process – A 3-Tiered Approach

City of Atlanta Staff



Citizens

WSA Project  
Team

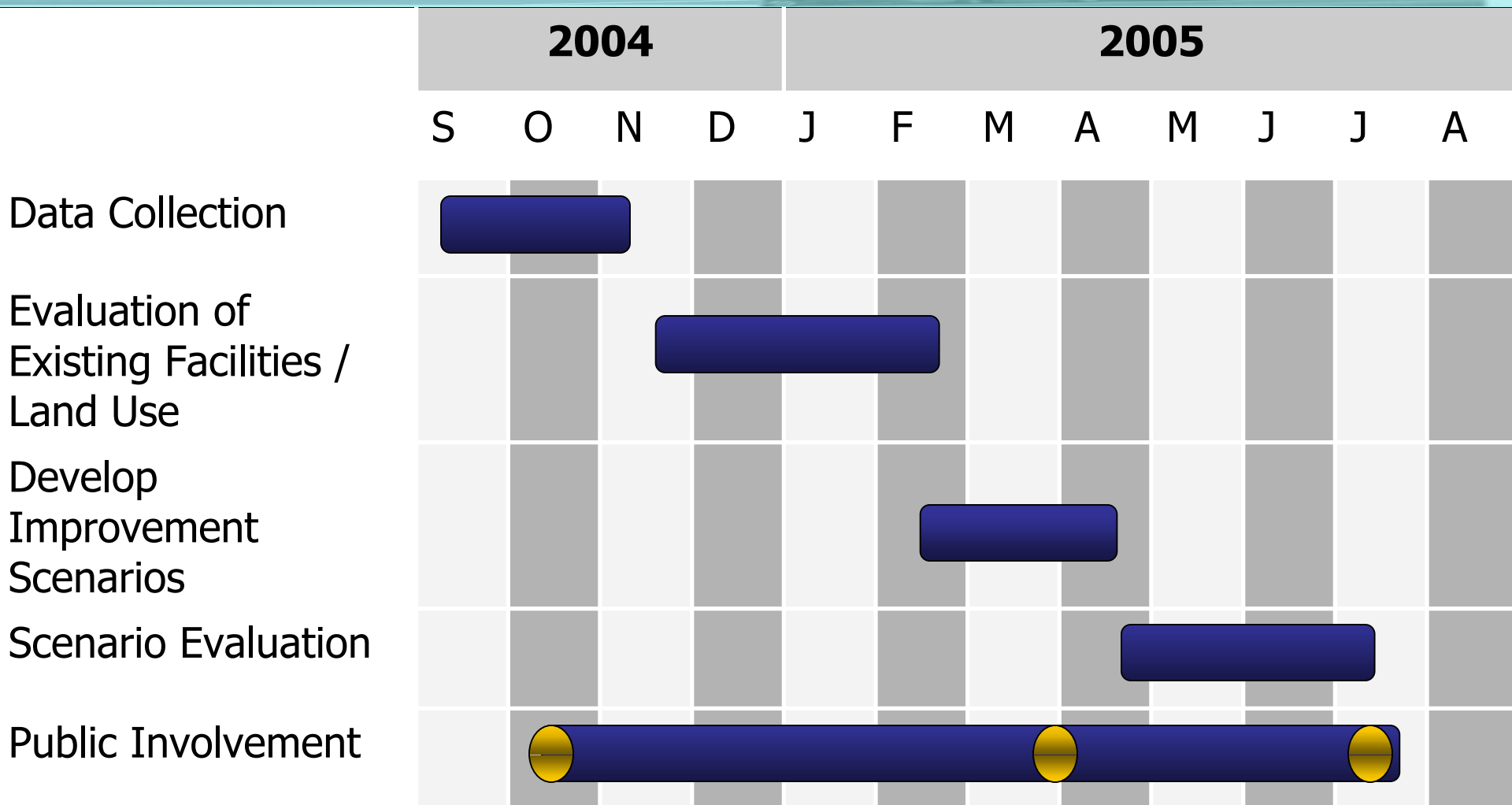


# Public Involvement Approach

- **Community-Based Planning Approach**
- **Stakeholder Interviews**
- **Advisory Committee**
- **Public Meetings**
- **Scenario Workshops**



# Study Schedule





# Community Dialogue Session – Guidelines

## The Rules for the Break-Out Session are as follows:

- Actively participate in the discussion at least one of the 3 groups
- Identify “Likes” and “Dislikes”
- Focus on transportation, land use, urban design, housing & economic development
- Everybody gets a chance to be heard
- Respect each other-don’t talk while others are talking
- Provide additional comments on blank comment form
- Have a fun, productive dialogue!!!!



# Wrap-Up

## Next Steps

- Continue to Coordinate with Advisory Committee & Stakeholders
- Continue to Evaluate Existing Conditions and Gather Additional Data
- Development of Alternative Scenarios for Corridor
- Organize a Meeting with ARC & GDOT to Assess LCI Study Criteria & Guidelines for Study
- Post Displays & Correspondence on City Web Site
- Prepare for Upcoming Public Meetings & Charette

